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A Monthlong Valentine

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How much do you love the University of Dayton?

It's a big question, but alumni, students and friends of the University have a chance to answer it loud and clear throughout February with the launch of the first "I Love UD" campaign.

"The University of Dayton is truly a beloved, special institution," said Chad Warren, executive director for University outreach and engagement. "The University touches and changes lives, creating a bond among all who have ever been part of the UD community."

"With 'I Love UD' we want to give UD's extended family opportunities to show that love and demonstrate how the University is a vital part of who they are and how it shaped their lives."

The monthlong celebration will kick off at noon Wednesday, Jan. 30, in the Kennedy Union lobby and Torch Lounge.

A new television spot "Together" (url: <http://www.youtube.com/embed/Lw233K9farY>) highlights the University of Dayton experience as a shared journey of community, love and faith. It will air during the Flyers' basketball season on ESPN, Fox Sports, CBS College Sports and WHIO-TV.

Through the I Love UD campaign, the community can show support through cheering, sharing, participating, engaging and giving in a variety of ways — signs, service, prayers, participation and gifts to the University.

The campaign has a goal of 2,800 donations — of any size — in 28 days.

"UD is a special community that continues to grow and thrive because alumni and friends give back, continuing to touch the lives of students and faculty," said Warren. "A small gift makes a big difference."

Each week, a different aspect of the University will be highlighted, with many ways for the University family to get involved both on campus and in their own communities.

The first week will celebrate the distinctive UD community spirit and why people love it. Students and alumni will be encouraged to hang traditional bedsheet signs on their porches or outside their homes, take photos and submit them to the University's Facebook page. The winning picture will be featured on the main page of the University's website.

Flyer Faithful own the second week, with a celebration of UD Athletics, culminating with a show-your-love display at the Saturday, Feb. 16, Xavier game. Look for "I Love UD" shirts on athletes throughout the week and get one for yourself at the Temple game Saturday, Feb. 9.

Faith and service is the theme for the third week, with a Mass Sunday, Feb. 17, on campus promoting the love of giving back. Students, alumni and friends will be encouraged to do someone a random act of kindness.

During the final week, those whose lives have been touched and changed by the University can share their stories via email or video upload.

To find out more about the activities and get involved, visit <http://www.udayton.edu/iloveud/> and "like" the University of Dayton on Facebook and access the "I Love UD" tab.